



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/09 thru 06/15.

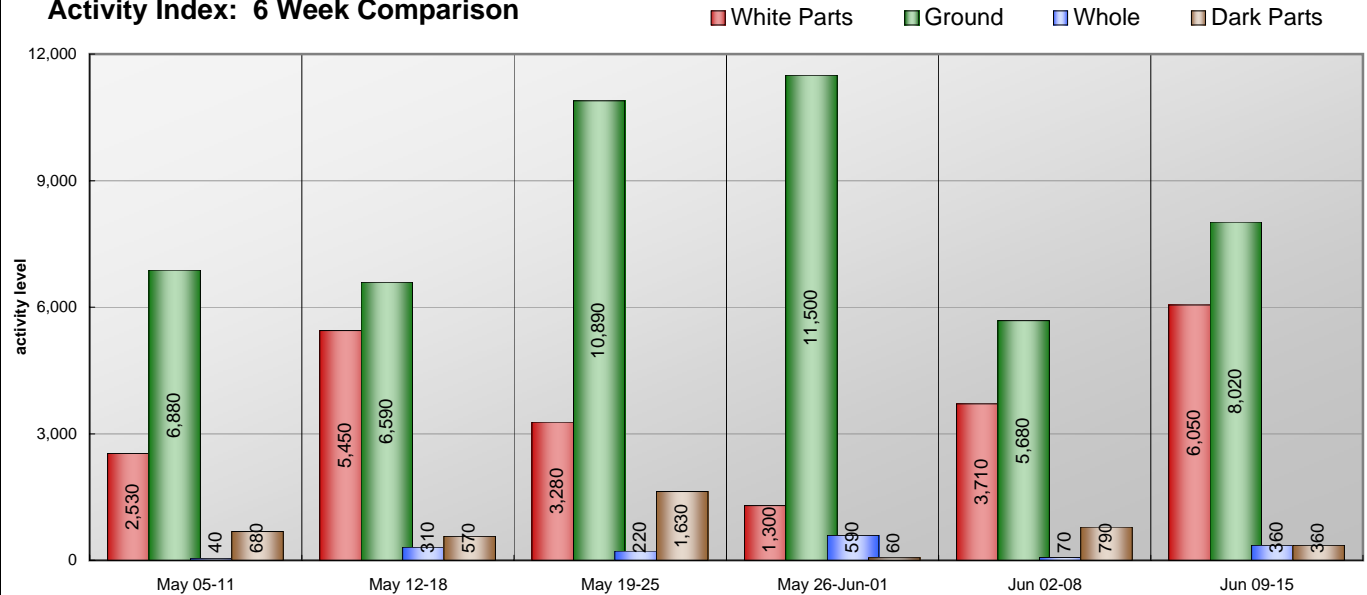
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jun 09, 2006

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	51.3% of 17,000 outlets		40.4% of 17,000 outlets	
Special Rate 4/	8.0%		11.4%	
Activity Index 2/	14,790		10,250	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	90	1.28	40	1.14
" - Toms	90	1.28		
Frozen - Hens	90	0.92	30	0.69
" - Toms	90	0.92		
PARTS:				
Breast:				
Bone-in, whole				
Fresh	740	1.99	420	2.35
Frozen	400	1.53	320	1.52
Hotel Style				
Fresh	20	1.52		
Frozen				
Split, bone-in				
Fresh	10	2.09	10	2.28
Rotisserie	860	5.93	1,250	5.69
Boneless, whole				
Cutlets	1,960	4.11	740	3.86
Strips	540	4.09	270	3.56
Tenders	1,110	3.88	460	3.74
Drumsticks				
Thighs	180	1.15	210	1.16
Wings	70	1.65		
Necks	70	1.27	320	1.12
	10	1.39	10	1.39
Smoked Drumsticks			210	1.01
Smoked Wings	30	1.39	40	1.19
Smoked Necks				
GROUND TURKEY:				
Patties	8,020	2.50	5,680	2.32
Sausage	1,420	2.54	860	2.42
85% lean	600	2.40	960	2.32
93% lean	980	1.36	790	1.49
	3,470	2.13	2,430	2.12
Breast	1,550	4.02	640	3.92

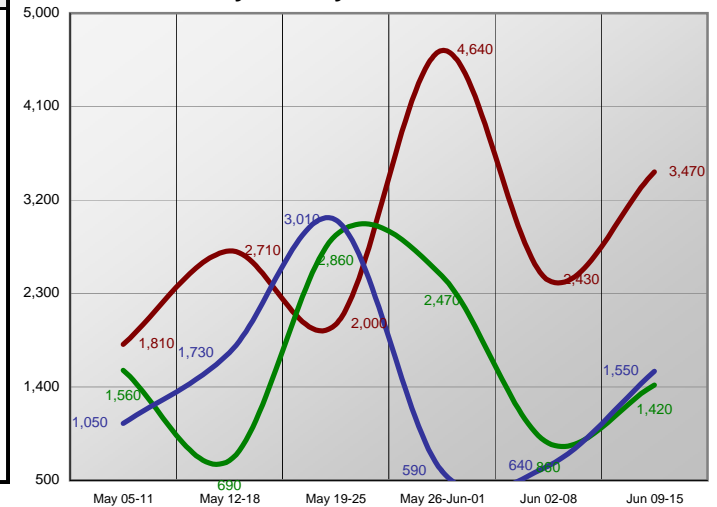
Activity Index: 6 Week Comparison



Turkey Featuring - 06/09 thru 06/15

Turkey promotions are active this week with over half of all sampled stores featuring turkey in their weekly ads. Whole birds are featured on a limited basis in various parts of the country and at higher feature price levels. Breast cuts, however, dominate ad space this week. Bone-in breasts are active on lower average price levels. Boneless breast cuts are quite active in store ads this week led by cutlets and tenders at higher feature price levels. Dark cut promotions are less in number this week with prices about unchanged. Ground turkey continues to enjoy strong promotion and at firm to higher feature prices. Lean 93% turkey is prominently promoted followed closely by ground breast and patties. In the North Central U.S., "June is Turkey Lover's Month" is being promoted.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	44.8% of 7,900 sampled outlets 4.4% of stores w/ no-price promotions Activity Index = 6,240			41.5% of 5,200 sampled outlets 1.6% of stores w/ no-price promotions Activity Index = 3,390			77.9% of 3,900 sampled outlets 24.2% of stores w/ no-price promotions Activity Index = 5,160		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.59	20	1.59	1.19	70	1.19			
" - Toms	1.59	20	1.59	1.19	70	1.19			
Frozen - Hens				0.68	10	0.68	0.79 - 0.99	80	0.95
" - Toms				0.68	10	0.68	0.79 - 0.99	80	0.95
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	320	1.99	1.99	10	1.99	1.99	410	1.99
Frozen	1.49 - 1.69	220	1.62	0.88 - 1.69	110	1.32	1.50 - 1.69	70	1.57
Hotel Style									
Fresh	1.49 - 1.59	20	1.52						
Frozen									
Split, bone-in									
Fresh	2.09	10	2.09						
Rotisserie	4.99	380	4.99	3.99 - 7.99	370	6.58	6.99	110	6.99
Boneless, whole	3.69	170	3.69	3.49	230	3.49	3.99	10	3.99
Cutlets	2.99 - 4.49	920	3.89	3.49	230	3.49	4.54	810	4.54
Strips				3.49	230	3.49	4.54	310	4.54
Tenders	3.69 - 3.99	70	3.82	3.49	230	3.49	3.99	810	3.99
Drumsticks	0.99 - 1.39	130	1.06				1.39	50	1.39
Thighs	1.29	20	1.29				1.79	50	1.79
Wings	0.97 - 1.39	30	1.24	0.97	10	0.97	1.39	30	1.39
Necks	1.39	10	1.39						
Smoked Drumsticks									
Smoked Wings	1.39	30	1.39						
Smoked Necks									
GROUND TURKEY:									
Patties	1.74 - 2.99	1,170	2.47	1.99 - 2.99	180	2.95	2.39 - 2.99	70	2.56
Sausage	1.79 - 2.29	120	2.07	1.99 - 3.00	300	2.41	2.39 - 2.70	180	2.59
85% lean	0.99 - 1.79	450	1.48	0.83 - 1.66	510	1.24	2.00	20	2.00
93% lean	1.55 - 2.69	1,650	2.07	1.60 - 2.50	700	2.14	1.91 - 2.40	1,120	2.22
Breast	3.69 - 4.59	480	4.06	3.99	120	3.99	3.99 - 5.49	950	4.00

Note: See page 1 for explanatory notes.